

Rishi Sunak
Prime Minister



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Dear Joseph, Julia and Verity,

In an uncertain world, you and your family deserve the security that comes with a plan.

So, this is my promise to you: a clear plan, bold action, and a secure future.

The last few years have been tough for families across the country.

We faced a worldwide pandemic that caused severe backlogs. A war in Ukraine that caused global price rises. And now a war in the Middle East and cyberattacks on our own soil.

But that doesn't have to be the end of the story. Britain's potential hasn't changed. The determination of the British people hasn't changed. The promise of the next generation hasn't changed.

So with the right plan, we can build on our strengths and build a secure future for every single family. It comes down to what you choose to do next.

You have a choice. And the decision you make will shape Britain's future.

When I became Prime Minister, I set out a clear plan and I stuck to it. That's what the British people expect of a leader and it's what you and your family deserve.

I promised to halve inflation – and now we've got it down to normal levels. I promised to reduce debt – and now our debt is on track to fall. I promised to grow our economy – and our economy is now growing again, with wages now rising faster than prices.

So the pressure on family budgets is easing and we're starting to turn a corner. This is what happens when you set out a clear plan and take the bold action it requires.

Now as I set out the next stage of our plan for Britain's future, you know I'll see it through – even if it's unpopular at times.

We'll raise Britain's defence spending to 2.5% of GDP by 2030. By cutting the civil service back to the size it was before the pandemic. That way, we can meet any threats and keep our country safe.

We'll continue to cut taxes, having already cut National Insurance by a third. And if we stick with the plan, I'll see through my long-term ambition to abolish this unfair double tax on work.

We'll introduce the pensions Triple Lock Plus. On top of rising state pensions, guaranteeing that people's pensions will be protected.

All part of our clear plan to support everyone at every stage of life. Tax cuts for hardworking people, support for those who've worked hard all their lives – and the best possible start for young people.

That's why we'll bring in a bold new model of National Service for 18-year-olds. Giving young people the chance to learn new skills, gain new opportunities and get on in life.

We'll ban smoking for future generations. Taking pressure off our NHS and helping our children and grandchildren enjoy long and healthy lives. And we're doubling free childcare, so parents never need to choose between work and family.

We'll introduce productivity reforms to our NHS, replacing old IT and introducing new AI-enabled equipment, so healthcare is there when we need it.

A safer, healthier, more prosperous Britain – proud of our history, confident about our future, and secure in our path to get there.

That's my clear plan. But Keir Starmer still hasn't told you a thing about his.

Either he doesn't have a plan at all, or even worse, he's hiding it from you. So after the election he can do whatever he wants.

But there's one thing we do know about Keir Starmer. That you can't believe a word he says. Because the only thing he really believes, is that he deserves your vote.

You know that when Keir Starmer makes a promise, he'll go back on it the moment there's someone new to please. And you know that if you let him win this election, that won't be you.

Keir Starmer has had plenty of chances to prove he can put the country before politics. But he's failed at every opportunity.

He had the chance to support more funding for every police force. And he didn't.

He had the chance to support tougher sentencing for the worst criminals. And he didn't.

He had the chance to support cutting taxes. And he didn't.

Now he's had the chance to rule out taxing the state pension for the first time in history. And he won't.

In these uncertain times, Keir Starmer won't provide the certainty your family and our country needs.

But you've seen the polls. You've heard the commentators. And Keir Starmer has too. He thinks he's got the election in the bag – and he's taking the country's support for granted.

He's expecting you to hand him a blank cheque, when he hasn't told anyone what he'll spend it on. Or how much it'll cost you.

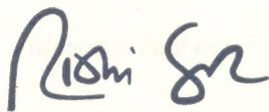
And here's the thing. If people like you vote for Reform, you risk handing Keir Starmer over 100 extra seats and a huge majority. But Reform still wouldn't win any at all.

And with the Liberal Democrats on board with everything Keir Starmer wants to do, you won't have anyone holding him to account on your behalf. Letting Keir Starmer do whatever he wants for five years or maybe longer.

So when you're handed your ballot paper, don't use it to hand Keir Starmer a blank cheque you can't afford.

Together, let's deliver the bold action Britain needs and build a secure future for everyone.

Yours sincerely,



Rishi Sunak
Prime Minister